

# CONTRACT



**WBAY**  
 115 S Jefferson St  
 Green Bay, WI 54301  
 Sales T & C: [www.gray.tv/advertising](http://www.gray.tv/advertising)  
 (920) 432-3331

<u>Contract / Revision</u> 3521381 /		<u>Alt Order #</u> WOC14624585
<u>Advertiser</u> DSCC IE		<u>Original Date / Revision</u> 04/16/24 / 04/16/24
<u>Contract Dates</u> 09/24/24 - 09/30/24	<u>Estimate #</u> 13215	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBAY	<u>Account Executive</u> Green Bay House	<u>Sales Office</u> Green Bay Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agy Code</u> 9913721	<u>Advertiser Code</u> 49	<u>Product 1/2</u> 53
<u>Agency Ref</u> 117658	<u>Advertiser Ref</u> 544450	

And:

**Great American Media**  
 3050 K Street NW  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WBAY	09/24/24	09/30/24	Action 2 News @ 6a	6a-7a		:30			P-01	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				2	\$2,500.00				
N 2	WBAY	09/24/24	09/30/24	GMA 8a	8a-9a		:30			P-01	NM	3	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				3	\$3,250.00				
N 3	WBAY	09/24/24	09/28/24	Good Morning America	7a-8a		:30			P-01	NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/24	09/29/24	-----S-				1	\$2,550.00				
N 4	WBAY	09/24/24	09/28/24	Action 2 News Sa @ 8a	8a-9a		:30			P-01	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/24	09/29/24	-----S-				1	\$1,850.00				
N 5	WBAY	09/24/24	09/28/24	ABC GMA Sat 2nd Ho	9a-10a		:30			P-01	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/24	09/29/24	-----S-				1	\$1,850.00				
N 6	WBAY	09/24/24	09/29/24	Action 2 News Su @ 8a	8a-9a		:30			P-01	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/24	09/29/24	-----S				1	\$1,850.00				
N 7	WBAY	09/24/24	09/29/24	Upfront	10a-1030a		:30			P-01	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/24	09/29/24	-----S				1	\$950.00				
N 8	WBAY	09/24/24	09/30/24	Action 2 News M-F @ 9	9-930a		:30			P-01	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				3	\$1,500.00				
N 9	WBAY	09/24/24	09/30/24	25 Words or Less	930-10a		:30			P-01	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				5	\$950.00				
N 10	WBAY	09/24/24	09/30/24	The View	10a-11a		:30			P-01	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				5	\$1,100.00				
N 11	WBAY	09/24/24	09/30/24	Storage Wars / Pawn	11a-12p		:30			P-01	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				3	\$950.00				
N 12	WBAY	09/24/24	09/30/24	Action 2 News M-F @ 5p	5p-530p		:30			P-01	NM	5	\$21,250.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/24	09/30/24	MTWTF--				5	\$4,250.00				
N 13	WBAY	09/24/24	09/30/24	Action 2 News M-F @ 6p-630p			:30			P-01	NM	5	\$21,250.00
Week:		09/24/24	09/30/24	MTWTF--				5	\$4,250.00				
N 14	WBAY	09/24/24	09/29/24	Action 2 News Su @ 5530p-6p			:30			P-01	NM	1	\$4,000.00
Week:		09/23/24	09/29/24	-----S				1	\$4,000.00				
N 15	WBAY	09/24/24	09/30/24	Action 2 News M-F @ 10p-1035p			:30			P-01	NM	2	\$8,500.00
Week:		09/24/24	09/30/24	MTWTF--				2	\$4,250.00				
N 16	WBAY	09/24/24	09/28/24	Action 2 News Sa @ 110p-1035p			:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	-----S-				1	\$2,500.00				
N 17	WBAY	09/24/24	09/29/24	Su 1035p-1045p	1035p-1045p		:30			P-01	NM	1	\$1,550.00
Week:		09/23/24	09/29/24	-----S				1	\$1,550.00				
N 18	WBAY	09/24/24	09/30/24	Jimmy Kimmel Show	1035p-1137p		:30			P-01	NM	2	\$4,000.00
Week:		09/24/24	09/30/24	MTWTF--				2	\$2,000.00				
N 19	WBAY	09/24/24	09/24/24	Who Do You Believe	9p-10p		:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	-T-----				1	\$2,500.00				
N 20	WBAY	09/24/24	09/25/24	Conners / Not Dead Y	658p-8p		:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	--W----				1	\$2,500.00				
N 21	WBAY	09/24/24	09/25/24	Big Sky	9p-10p		:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	--W----				1	\$2,500.00				
N 22	WBAY	09/24/24	09/26/24	Press Your Luck	658p-8p		:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	---T---				1	\$2,500.00				
N 23	WBAY	09/24/24	09/27/24	20/20	8p-10p		:30			P-01	NM	1	\$2,500.00
Week:		09/23/24	09/29/24	----F--				1	\$2,500.00				
N 24	WBAY	09/24/24	09/28/24	Sat.Nite College Footb	630p-10p		:30			P-01	NM	1	\$3,500.00
Week:		09/23/24	09/29/24	-----S-				1	\$3,500.00				
<b>Totals</b>												49	\$120,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/24 - 09/29/24	44	\$106,650.00	(\$15,997.50)	\$90,652.50
09/30/24 - 09/30/24	5	\$13,800.00	(\$2,070.00)	\$11,730.00
<b>Totals</b>	49	\$120,450.00	(\$18,067.50)	\$102,382.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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